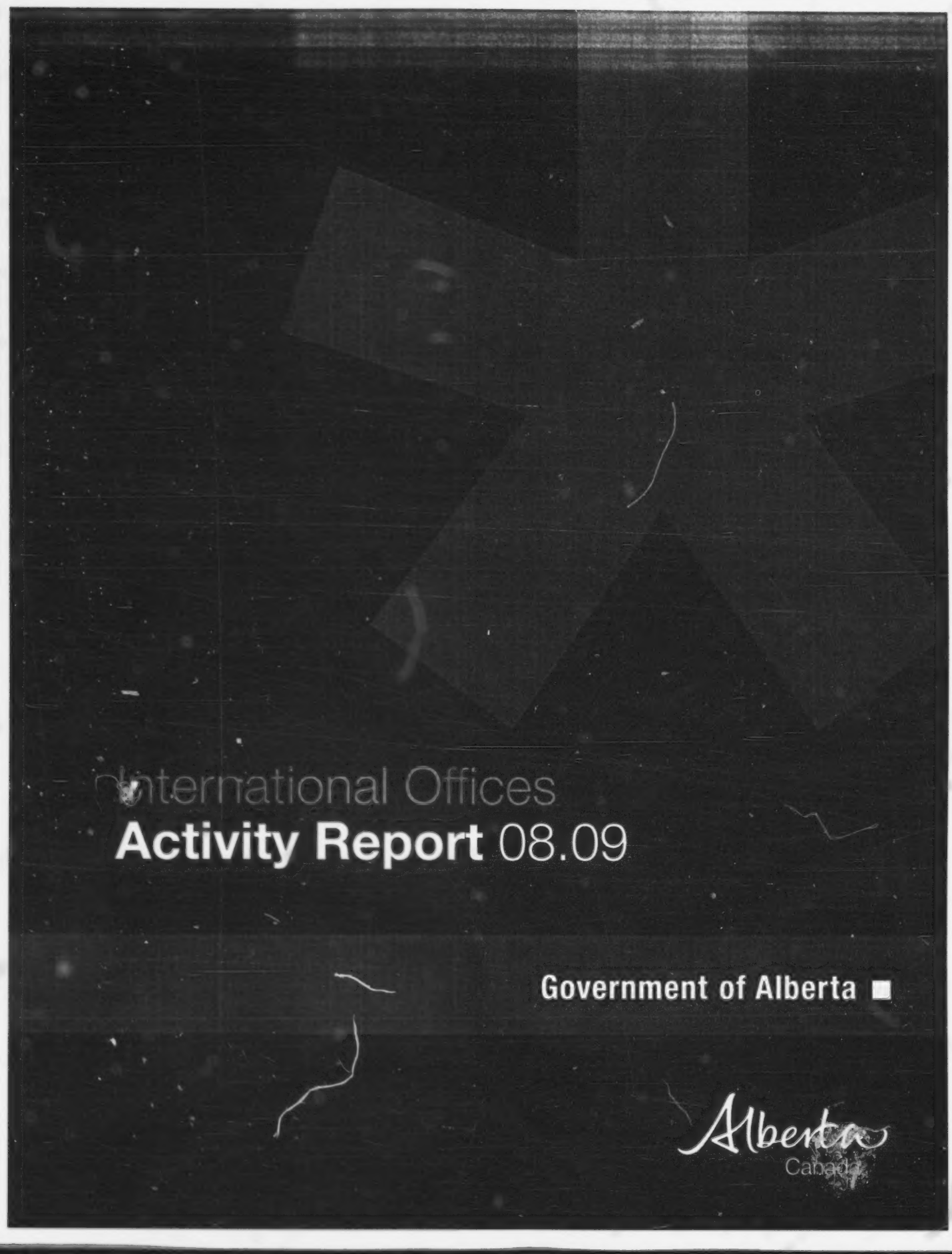


International Offices
Activity Report 08.09

Government of Alberta

Alberta
Canada

Table of Contents

Premier's Message	- 2
Overview	- 3
Working for Albertans	- 4
Meeting Our Goals	- 6
Alberta China Office	- 8
CNPC-Alberta Petroleum Centre	- 10
Alberta Hong Kong Office	- 12
Alberta Taiwan Office	- 14
Alberta Japan Office	- 16
Alberta Korea Office	- 18
Alberta Germany Office	- 20
Alberta Mexico Office	- 22
Alberta United Kingdom Office	- 24
Alberta Washington Office	- 26
Offices at a Glance	- 28
Appendix 1: Budget Information	- 30
Appendix 2: Performance Measures Definition	- 31

Premier's Message

There is no question the global economy was tested over the last year. Turbulent times caused dramatic shifts in the price of oil, the value of the Toronto Stock Exchange and the strength of the Canadian dollar. Like all provinces, Alberta was not immune to the global economic slowdown but we did have a competitive advantage – our network of international offices.

Alberta's work in international markets attracts the attention of potential investors, tourists and the skilled workers we need. This effort also supports the marketing and sales of Alberta's goods and services abroad.

With global trade becoming increasingly competitive, and companies from across the globe striving for their share of the market, Alberta's international offices played an instrumental role giving Albertans a much needed edge. Our international offices provide timely business and market information, support export-ready Alberta companies, generate and facilitate investment leads, and market Alberta to the world.

The international offices are also a conduit for sharing an important message about Alberta's leadership, commitment and action on the environment as a secure source of energy and as an attractive work, study or tourist destination.

This report highlights how Albertans benefits from the valuable work carried out by the international offices, and I encourage Albertans looking abroad to leverage the expertise of these offices.

Sincerely,

Ed Stelmach
Premier

Overview

In February 2009, Alberta International and Intergovernmental Relations reorganized, bringing the trade promotion, investment attraction and intergovernmental functions under a single division of International Relations.

The new International Relations division works with other ministries to advance and develop Alberta's strategic international interests and relationships, as well as to facilitate trade promotion and investment attraction in targeted international markets. The division is responsible for advocating the province's interests within Canadian foreign policy, building and maintaining key alliances, and identifying strategic growth opportunities for Alberta industries through international partnerships.

The division manages Alberta's 10 international offices located in Beijing (two), Taipei, Hong Kong, Tokyo, Seoul, Mexico City, Munich, London, and Washington, D.C. Each is responsible for advancing Alberta's advocacy, trade promotion, investment attraction and other interests (education and culture) in their respective geographic region. While all offices are responsible for these activities, each office's mandate has been tailored to meet Alberta's priorities within the region. For instance, the Alberta Washington Office focuses on advancing Alberta's policy interest in the U.S. while the other nine international offices focus on trade promotion and investment attraction in priority sectors such as energy, tourism, agriculture, education and advanced industries.

More information on the achievements of the Ministry of International and Intergovernmental Relations, including highlights from the international offices, can be found in the *Alberta International and Intergovernmental Relations Annual Report*.

Working for Albertans

Alberta's international offices offer a diverse range of services and play a critical role in international initiatives through their specialized knowledge of local markets and their advocacy efforts. The international offices ensure Alberta's businesses, educational institutions, and cultural groups benefit from their connections.

Trade Promotion and Investment Attraction

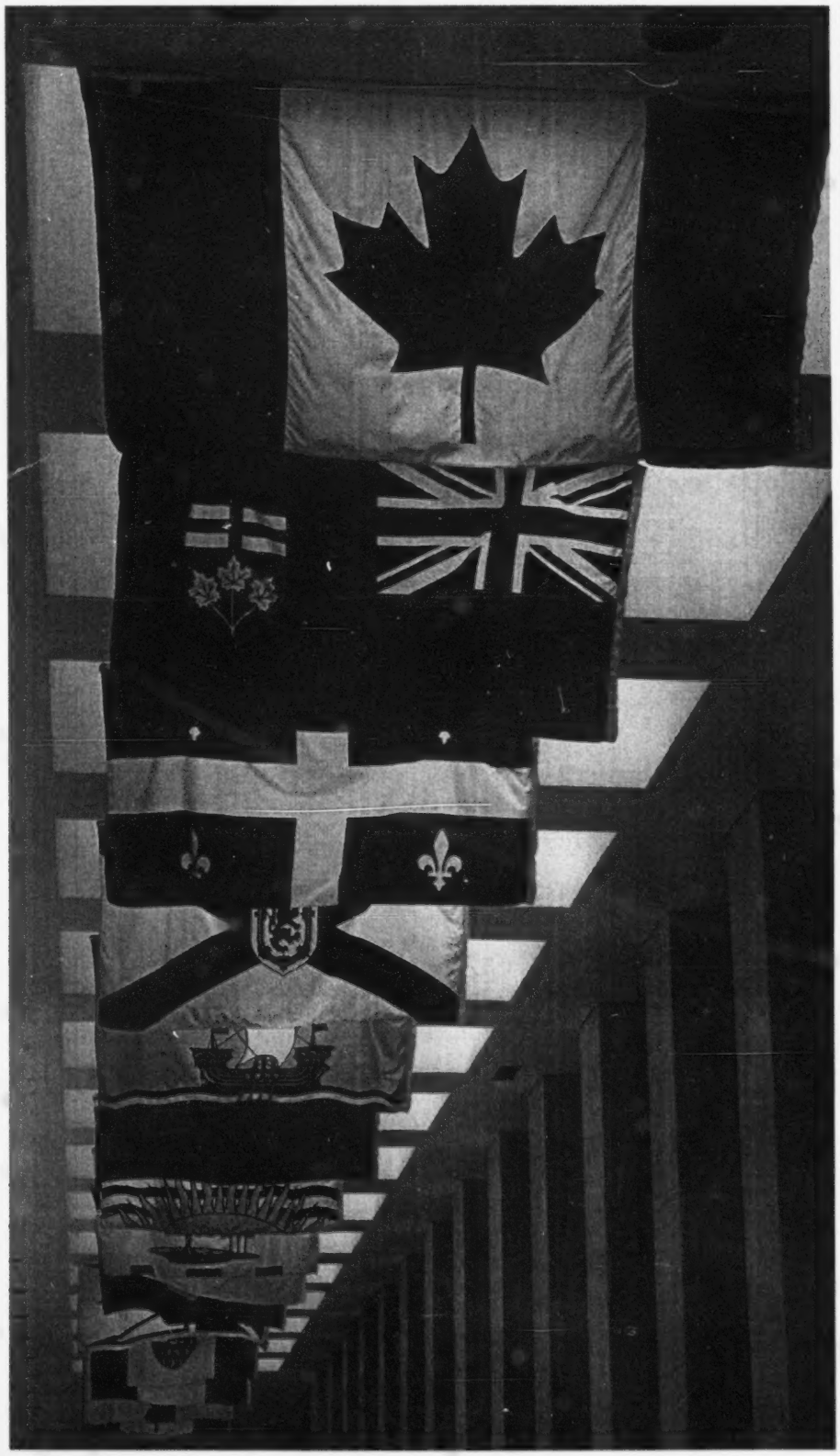
Alberta's international offices help the province and Alberta businesses compete in the global marketplace. They provide timely business and economic information; support export-ready Alberta businesses; showcase and market Alberta abroad; promote the province as a tourism destination; provide business information to Alberta decision makers; and promote Alberta to international students and skilled workers.

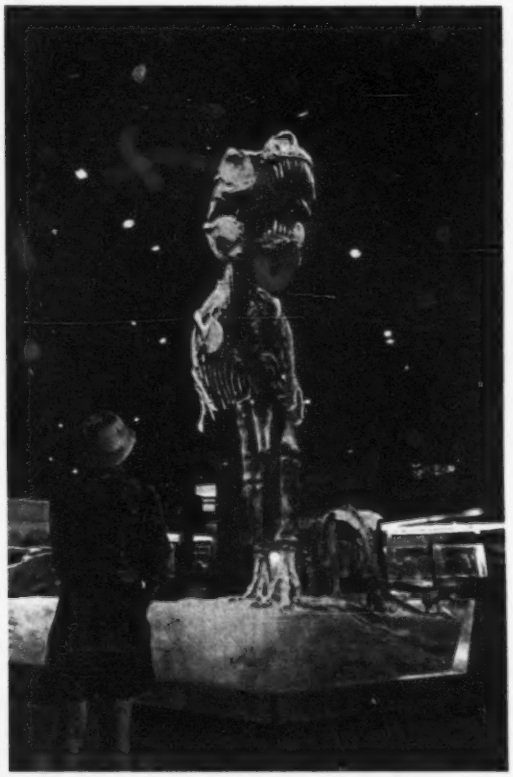
The international offices also are involved in generating and facilitating investment leads. Through conferences, networking sessions and well-established business relationships, they market Alberta's competitive business climate to potential investors and assure investors of Alberta's continued commitment to an open and transparent economic climate.

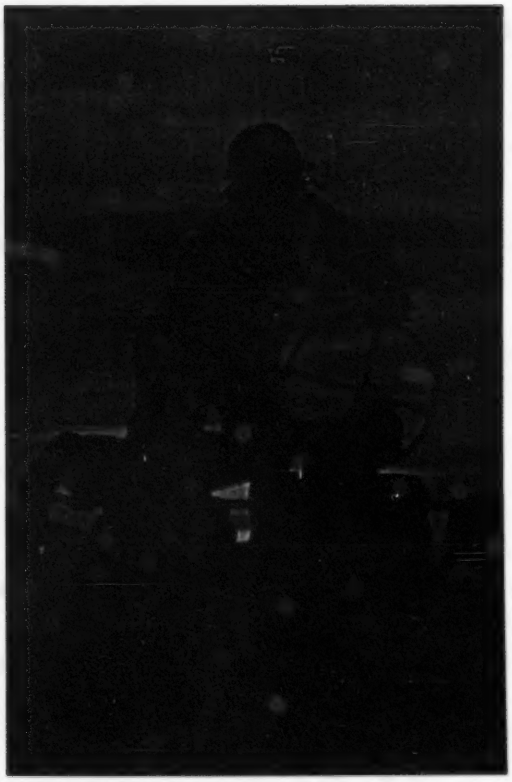
Intergovernmental Relations

Advancing Alberta's relations with foreign governments and international business communities is a priority for Alberta's international offices. Their work is focused on advocacy and advancing Alberta's policy interests in economic areas such as energy and agriculture. The international offices expand Alberta's contacts and influence with decision makers in priority markets. The international offices also enhance Alberta's reputation among world leaders by playing a critical role in international missions undertaken by the Premier, Cabinet Ministers and government MLAs. These missions are essential for telling Alberta's story abroad and strengthening intergovernmental relations.

In partnership with Canadian embassies, the international offices also provide timely information and analysis to Alberta decision makers on international political and economic developments, and assist in establishing partnerships for Alberta organizations and their international peers.







Meeting our Goals

The international offices have a diverse set of reporting criteria to ensure Alberta's priorities are fully supported through their work. Performance measures focus on a variety of activities, including web traffic, business introductions facilitated and networking sessions. Other measures include the coordination of incoming and outgoing missions and participation in tradeshows and exhibitions.

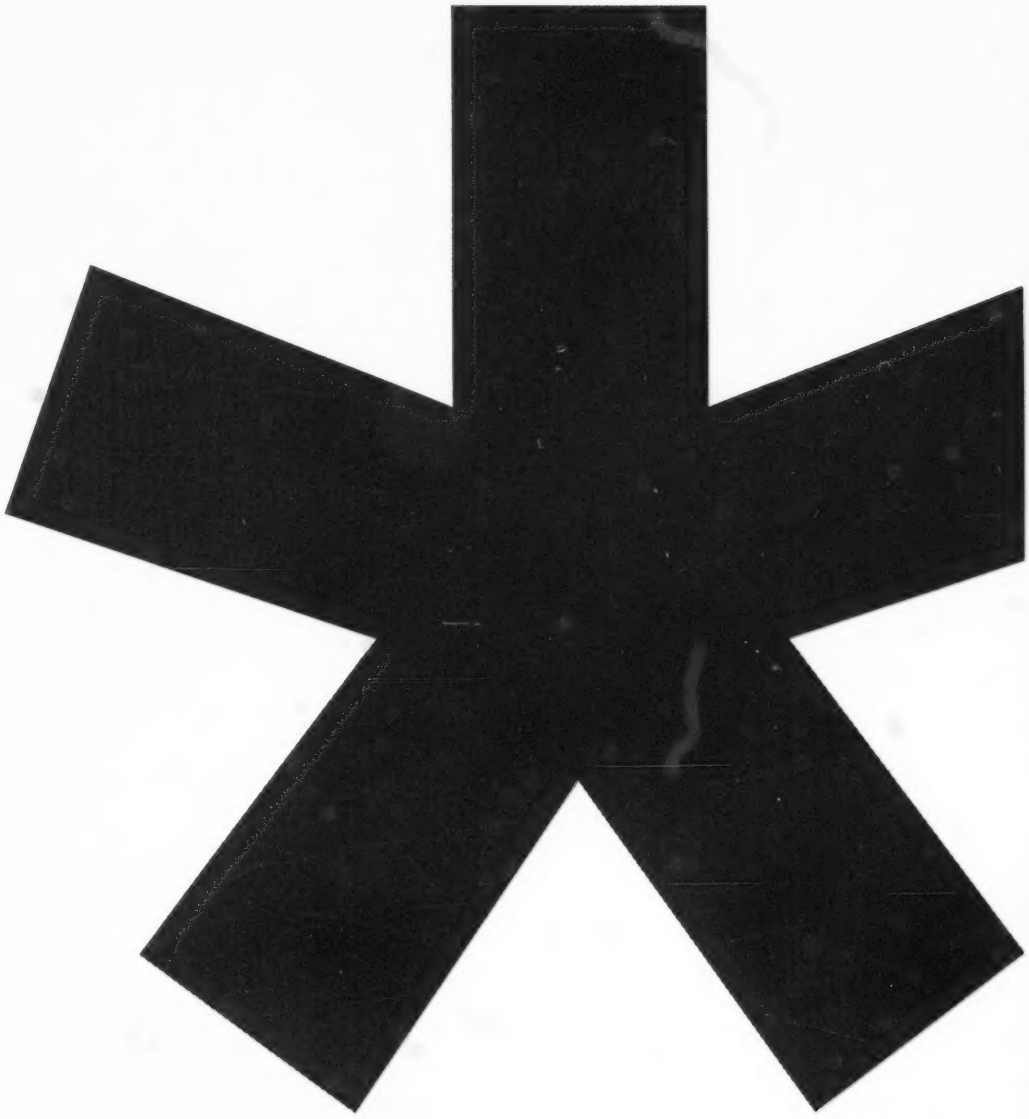
The work of the international offices is measured against the ability to promote and connect Alberta to the world and bring the world to Alberta, which was achieved in 2008-2009.

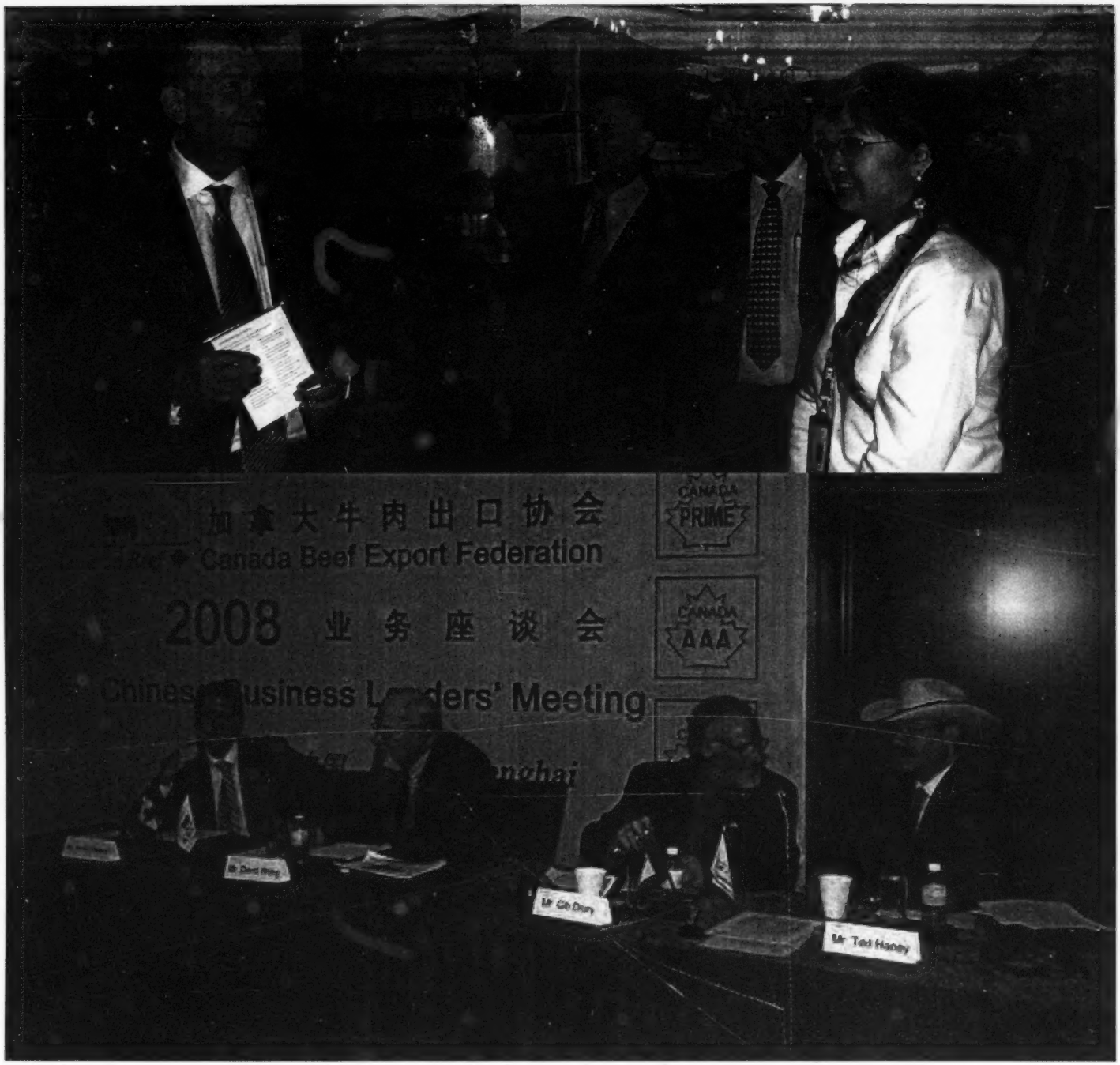
Measure	2008-09 Target	2008-09 Actual	2008-09 Percentage Achieved*
1. Number of Visit/User Sessions on Website	231,500	258,237	112%
2. Number of Intelligence/Market Reports Generated	177	225	127 %
3. Number of Networking Sessions	2,595	3,853	148%
4. Number of Missions/Delegations to Alberta	167	159	95%
5. Number of Companies/Investors Participating	352	357	101%
6. Number of Missions/Delegations to the Target Market	341	414	121%
7. Number of Alberta Companies/Investors Participating	621	944	152%
8. Number of Business Introductions	1,244	1,537	124%
9. Number of Seminars, Tradeshows & Exhibitions	161	229	142%
10. Number of Negotiations Generated (Investment & Trade)	227	279	123%

* Variances can be attributed to external influences such as socio-political stability in local markets, the strength of the Alberta economy, the number of tradeshows and exhibitions organized by external associations, and general macro-economic factors in Alberta and in local markets.

Given its focus on advancing Alberta's policy interests in Washington, D.C, the Alberta Washington Office is not included in the performance measures results, which focus on trade promotion and investment attraction activities.

08.09
Highlights





"The Alberta China Office and staff have been extremely helpful, knowledgeable and a great resource. We were very pleased to be able to count on an Alberta resource while so far away from home."

Mayor Stephen Mandel
City of Edmonton

Alberta China Office

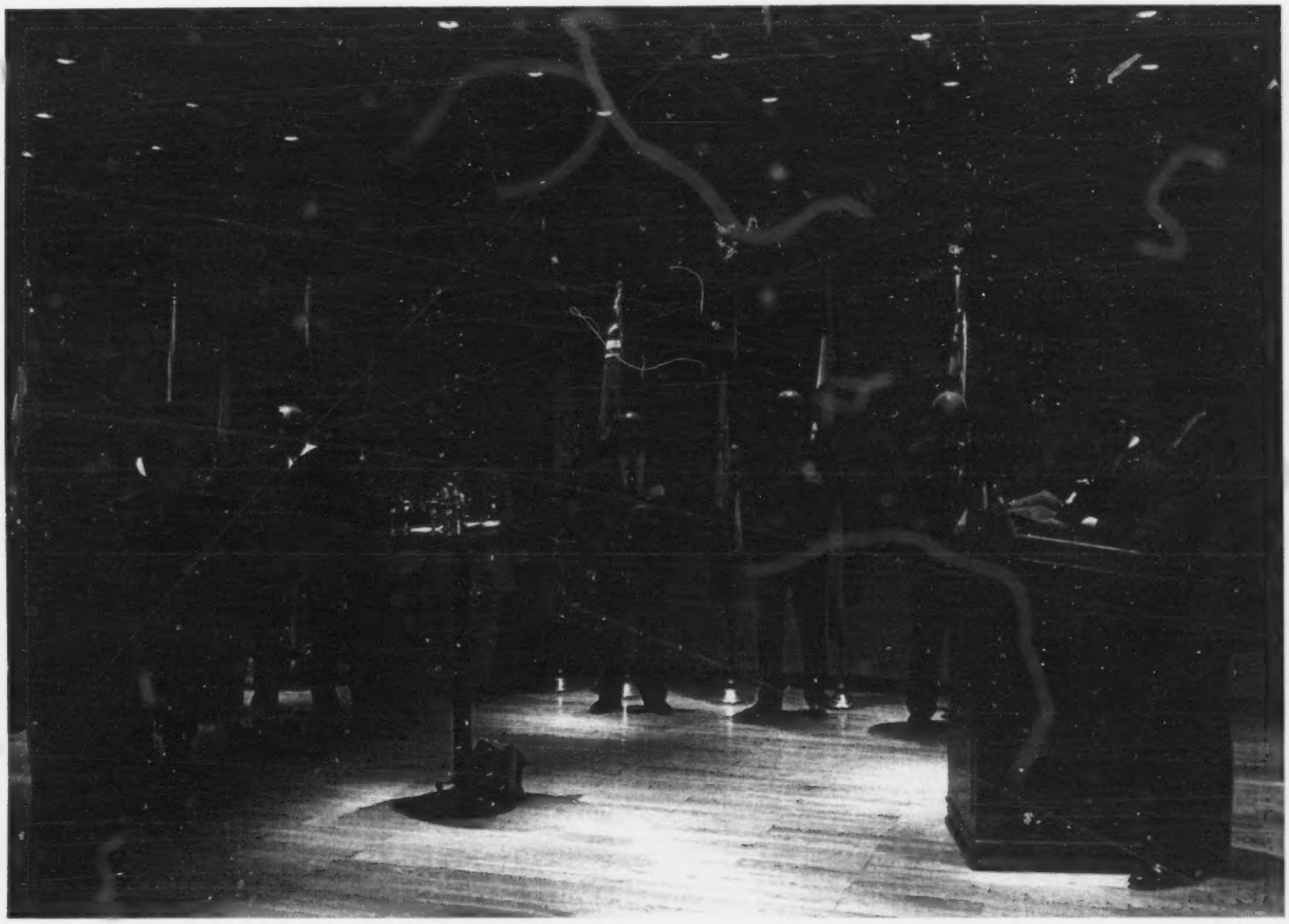
"The staff at the Alberta trade office in Beijing, under David Wong's direction, has been very supportive and helpful to us in developing commercial momentum for our technologies in China."
Jack Elliott
Pure Technologies Ltd.

• The Alberta China Office (ACO) worked with Alberta Agriculture and Rural Development and the Heilongjiang Department of Science and Technology to facilitate the opening of the new Daqing Food Processing Research and Development Center in Heilongjiang. The Daqing Center will work collaboratively with the Leduc Food Processing Development Centre to identify joint opportunities in the food processing sector.

• The ACO assisted in a series of initiatives in China to promote Alberta's education system including:
- A study tour of China with Alberta participants from seven school districts and five post-secondary institutions. The delegation visited five Chinese cities where they conducted seminars, networking sessions, and participated in meetings with local education authorities to discuss Alberta's education system and promote Alberta as a destination to study and work.
- A mission to Beijing by a 26-member Alberta delegation sponsored by the Chinese Ministry of Education. The delegation included senior school board officials, principals, consultants and social studies teachers from Alberta. Delegates were provided with an opportunity to learn about Chinese language, culture, history, and the education system.

• The ACO assisted with the Edmonton Mayor's visit to China to support the City of Edmonton's bid for the 2015 Universiade Games. The ACO coordinated a meeting

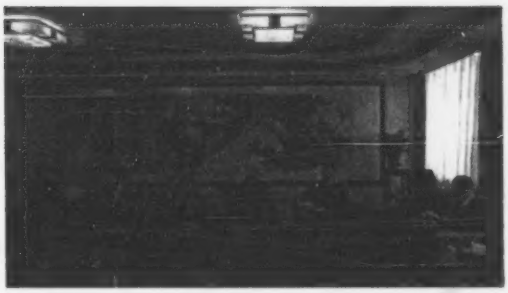
with the Mayor and Vice Mayor of Harbin, Edmonton's sister city, to sign a new tourism agreement that aims to increase interactions between the cities and promote relationships between post-secondary institutions in Harbin and Edmonton.



China National Petroleum Corporation – Alberta Petroleum Centre

• The China National Petroleum Corporation – Alberta Petroleum Centre (CAPC) assisted with the Minister of Alberta International and Intergovernmental Relations' mission to China, and organized meetings between the Minister and the China National Petroleum Corporation (CNPC) and China Petrochemical Corporation (Sinopec) to promote upstream oil sands, pipeline and value-added upgrader investment. The Minister provided assurance of Alberta's capacity to serve as a secure and responsible supplier of energy.

• The CAPC partnered with the Canadian Embassy in Beijing to organize the Canadian Pavilion at the China International Petroleum and Petrochemical Exhibition. Three Alberta companies participated in the



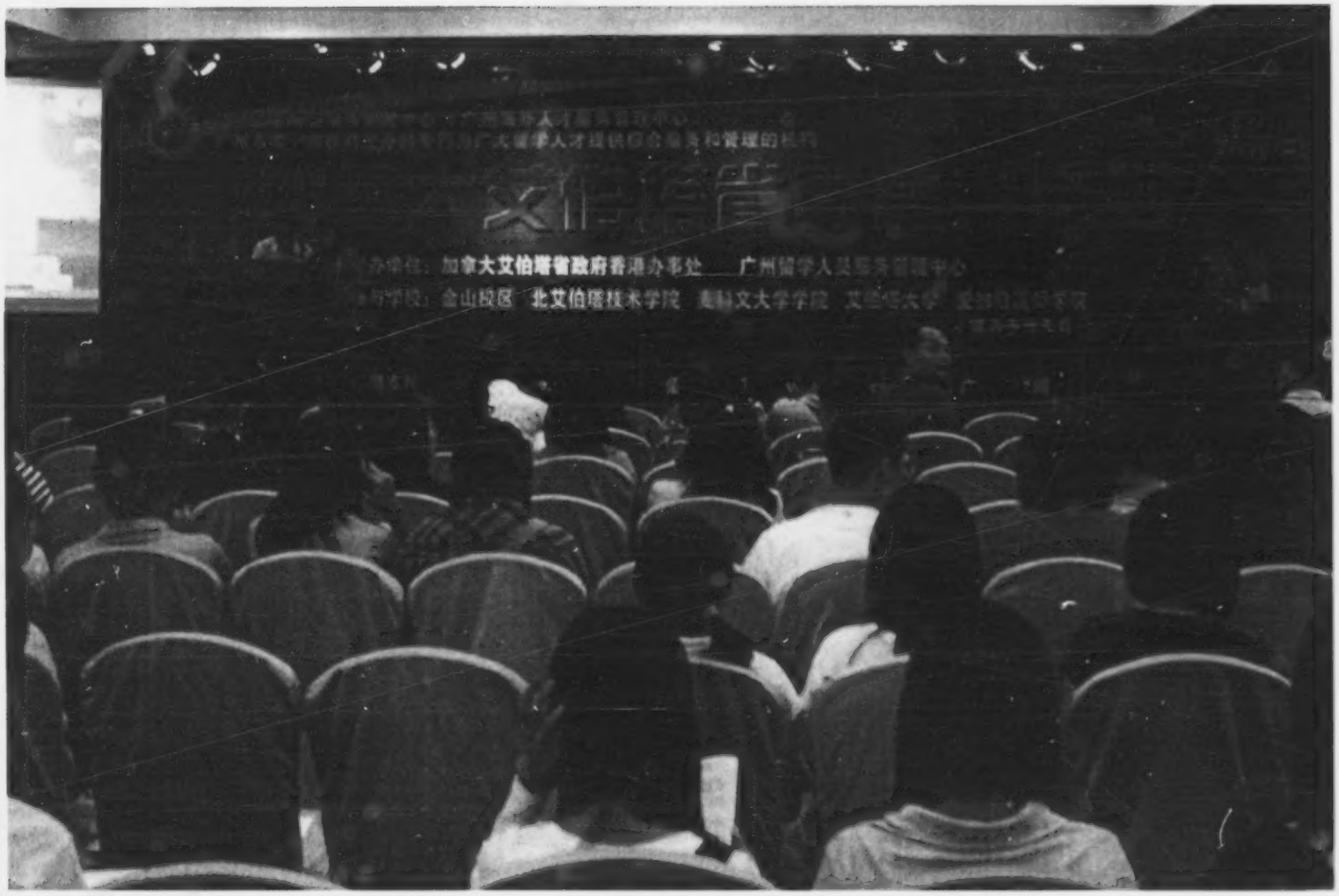
event to promote their products and technologies to over 40,000 visitors.

• The CAPC facilitated an Alberta financial corporation's visit to China, and organized meetings with Chinese mutual fund companies and investors interested in energy sector investment.

• The CAPC coordinated an executive management training program at the University of Alberta for six senior CNPC officials. While training in Alberta, the officials also worked with an Alberta company to develop an entry strategy into the Chinese market.

"Through the great success of the Canadian Pavilion, we strongly believe that CAPC has provided a very strong bridge for the Chinese and Canadian petroleum industries and manufacturers."
Robert Bleter
Regional Manager
Master Flo Valve Inc.

Alberta Hong Kong Office



"I would like to thank you all for the great mission and all your help. As this was my first mission with help from any government level outside of Canada, I can see the need for small business companies that would not be able to afford or arrange meetings, trade shows and introductions so far from home. I appreciate all the support, professionalism and friendship that was offered."

Wayne Skogman
Rollover Premium Pet Food Ltd.

"We thank Joe So and the Alberta government for all their assistance in helping Tolko diversify our product mix via this exciting, new global product line. We anticipate the need for further meetings in Hong Kong as we develop this product, and hope we will be able to prevail upon Joe's good services again."

Dan Price
Marketing and Business Development Manager
Tolko Industries Ltd.

• The Alberta Hong Kong Office (AHKO) partnered with Alberta Advanced Education and Technology and the Canadian government's Western Economic Diversification department to launch the Alberta International Business Partnership Program. The partnership is a joint initiative focused on facilitating market entry for Alberta companies in China, and the development and commercialization of new technologies in the life sciences and information and communication technology sectors.

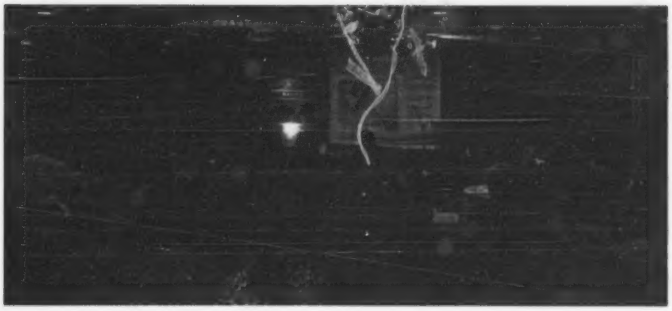
• The AHKO facilitated the signing of an agreement with the Hong Kong Science and Technology Parks Corporation, which allows the lease of an office facility at the Hong Kong Science Park for soft-landing and project development activities of Alberta companies.

• The AHKO partnered with Alberta Agriculture and Rural Development and the Canada Beef Export Federation in a joint promotional effort to expand market coverage for Alberta processed foods and beverages in Hong Kong and southern China. Promotional activities included in-store food demonstrations, and restaurant promotions and seminars, which led to new import and distribution channels being established between Alberta, Guangdong and Macao. New Alberta product listings in Hong Kong and southern China included beer, honey, organic cereals and glacier water.

• The AHKO assisted a Chinese timber product manufacturer with exploring investment opportunities in Alberta. The AHKO provided the Chinese company with business intelligence and investment leads and helped organize the company's mission to Alberta.

快樂寵物元素：加拿大自然健康寵物食品研討會
Happier Pets Elements: Canadian Natural & Healthy Pet Food Seminar
Alberta

加拿大亞伯達省
Alberta



"The Alberta Taiwan Office continues to support our institution by sending promotional materials to our new agents, by distributing our calendars to some potential students. Their representatives' visit to MacEwan showed that they really cared about our institution. Their support was very much appreciated."
Dr. Paul Byrne
MacEwan

Alberta Taiwan Office

"I believe the trade office is a vital entity that can help Canadian companies gain access to the local market quickly. I also wish to take this opportunity to thank the trade office for the great efforts it has provided to us."
Patrick Chua
Executive Vice President
Ivanhoe Energy Inc.

- The Alberta Taiwan Office (ATO) participated in the 2009 Canadian Secondary School and Language Sector Forum to profile Alberta as a destination for study. ATO staff provided educational materials and other secondary school information to prospective international students.

- The ATO attended the AquaPets Taipei show and organized the participation of two Alberta companies to promote Alberta pet foods. The event attracted over 100,000 visitors and the Alberta companies gathered market intelligence, promoted their products and raised brand awareness. Following the show, the ATO organized a seminar where the Alberta companies gave a presentation to industry representatives on pet health issues and promoted their products.

- The ATO partnered with Alberta Advanced Education and Technology to coordinate a mission of post-secondary institutions to Taiwan. The mission included a visit to four international high schools to meet with prospective students, counselors, and educational agencies. The post-secondary institutions also promoted the opportunity for study in Alberta.

- In collaboration with Travel Alberta and BC Tourism, the ATO hosted the Canada Pavilion at the 2008 International Travel Fair in Taipei.

Alberta Japan Office

• The Alberta Japan Office (AJO) supported a mission led by the Minister of Alberta Agriculture and Rural Development and executives from the Alberta Livestock and Meat Agency. The AJO organized a number of meetings between the delegation and Japanese government officials, Food Safety Commission officials, and key industry contacts to promote Alberta's livestock traceability system and agri-food sectors.

• The AJO identified new and innovative partnership opportunities for Alberta companies, including participation in more than 30 seminars and tradeshows in Japan. For example, an Alberta honey seminar was organized in partnership with the Canadian embassy and attracted more than 100 industry executives. The seminar provided an opportunity to develop new business leads and to promote the excellence of Alberta's honey and beekeeping industries. Following the seminar, new sales contracts were signed by the Alberta participants.

"The Alberta Japan Office has been an excellent resource for my company as we try to break into this market. They have facilitated high-level meetings which I would have been incapable of obtaining on my own."

Sean Randle
CEO
Mission Critical Electronic Systems Inc.

• In collaboration with Alberta Advanced Education and Technology and the National Institute for NanoTechnology, the AJO organized the Nano-Simulation Workshop to strengthen existing relations and establish new associations. Sponsors and participants at the event included the Alberta Centre for Advanced Microsystems and Nanotechnology Products, Nanotechnology Research Institute, Advanced Industrial Science and Technology, the National Institute of Nanotechnology/National Research Council in Alberta, the Canadian embassy in Tokyo, and Japan's New Energy and Industrial Technology Development Organization.

• The AJO helped organize a tour of the oil sands in Fort McMurray for a delegation from Japan's Ministry of Economic, Trade and Industry. The Japanese delegation met with industry representatives and senior government officials and generated investment leads and business partnership opportunities.

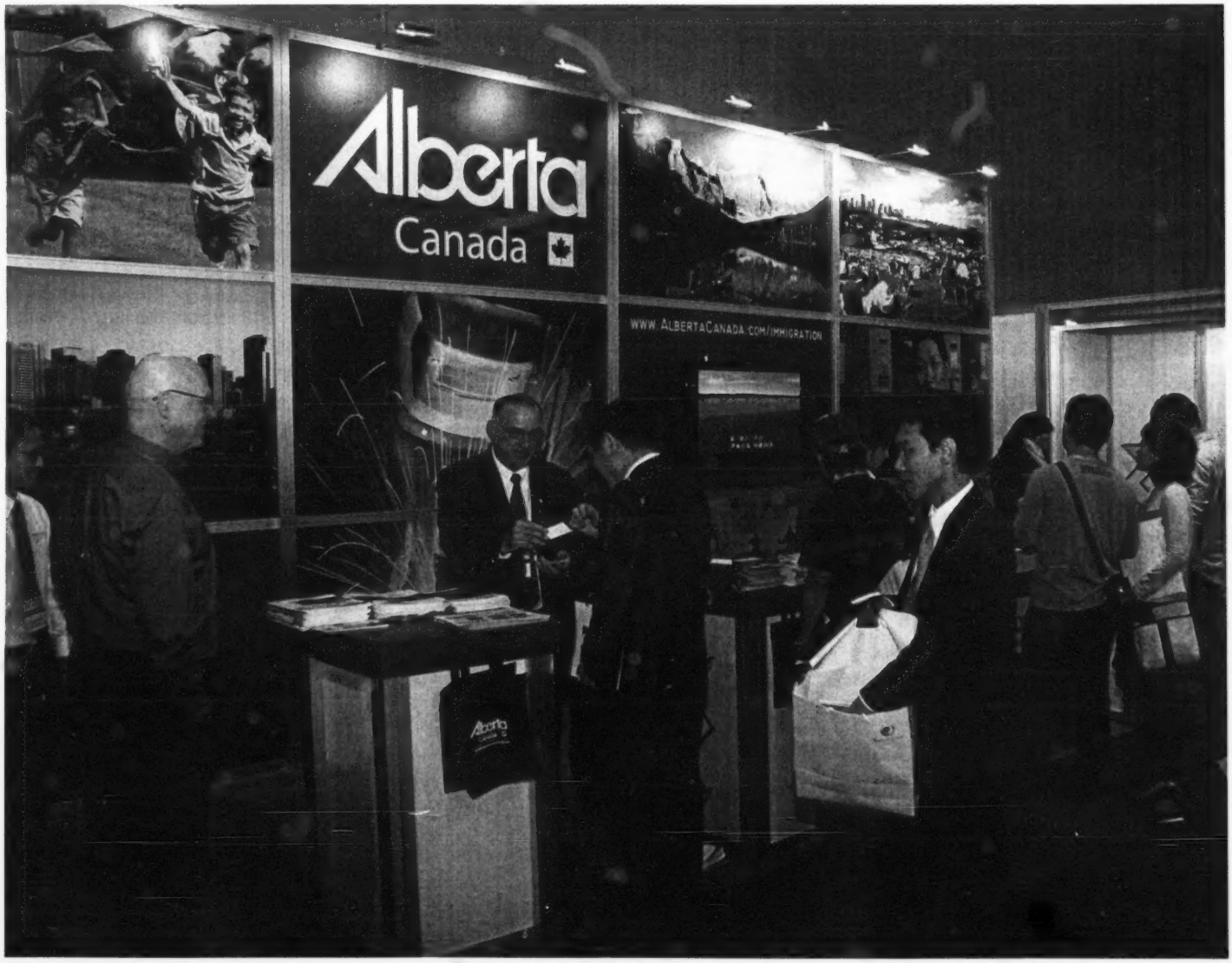
"The AJO serves a vital role in NAEJA's plan for expansion into the Japanese market. With the direct assistance of the AJO, NAEJA has been able to secure meetings and contracts with Japan's major pharmaceutical companies."

Sameeh M. Salama
NAEJA Pharmaceuticals

Alberta Korea Office

"The AKO is very effective in positioning the Canadian province of Alberta in the busy Korean marketplace. Thanks to the AKO team."

Jung Hyun Seo
Senior Editor Newsweek Korea
Newsweek Magazine



"Thanks again for coordinating/ attending meetings, providing insight, a great Bulgogi dinner and transportation. I believe our trip was successful and a good base to build on to ensure Korean support for the Northern Gateway Project."
Steve Elliott
Director, Commercial
Enbridge Pipelines Inc.

•The Alberta Korea Office (AKO) supported a mission by the Minister of Alberta International and Intergovernmental Relations to participate in the office's 20-year anniversary celebration activities. During the mission, the Minister reinforced the twinning with Gangwon, Alberta's sister province since 1974, and held key meetings to promote Alberta with Human Resources Development Korea and the Korean National Oil Corporation.

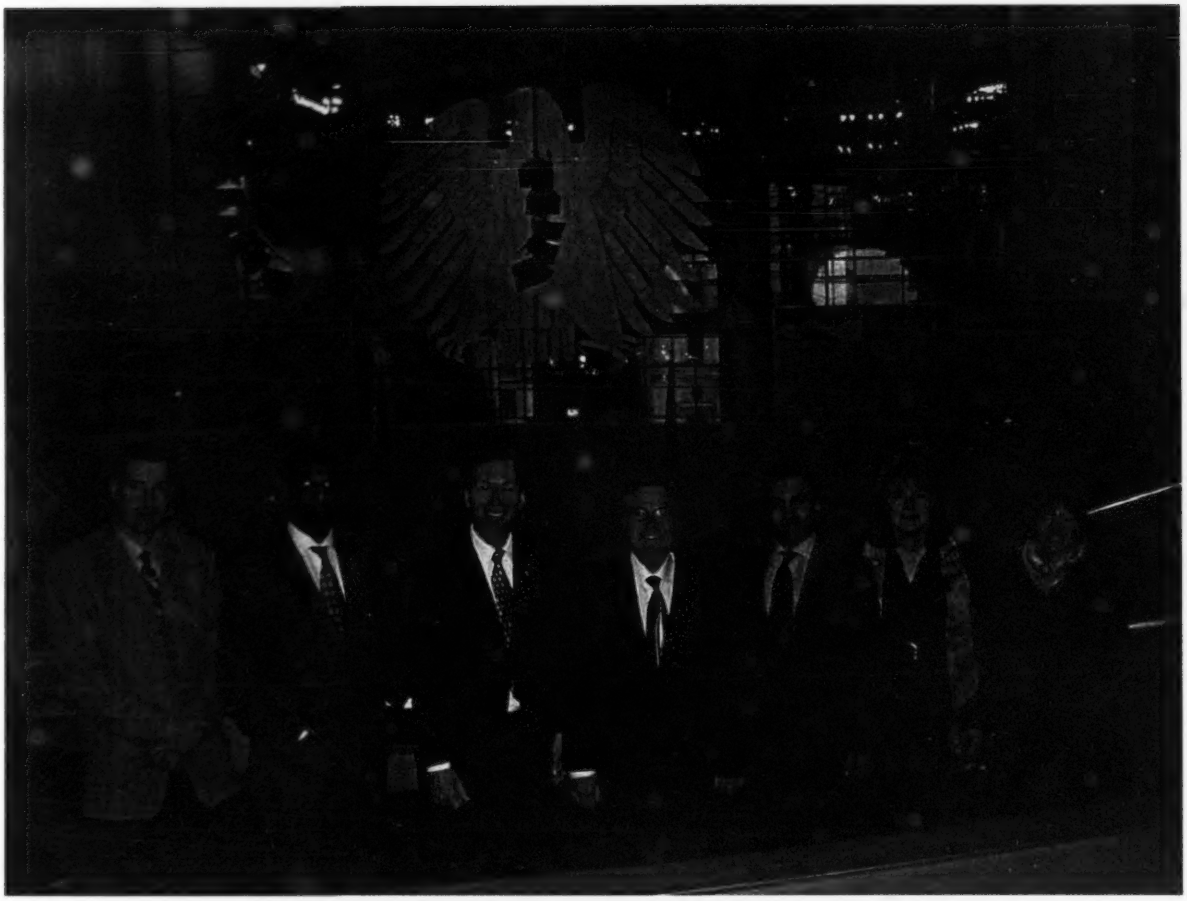
• The AKO supported a delegation of Alberta educational institutions at the Convention Exhibition Centre's Education Fair. A comprehensive outreach program was organized for Alberta schools and educational representatives to meet with Korean international schools, the Seoul Metropolitan Office of Education, Korean educational agents, the Canadian Education Centre, and Paju English Village.

• The AKO supported the Minister of Alberta Employment and Immigration's mission to Korea by organizing media interviews, a seminar, an emigration fair and meetings with the Korean Ministry of Labour, Korea Occupational Safety and Health, and Human Resources Development Korea.

• The AKO organized and led Korea's SK Energy on a mission to Alberta to conduct an oil sands study tour and meet with executives from Petro Canada, Enbridge, Encana, and Alberta Energy to explore business partnership opportunities.

• The AKO provided support to five major Korean media organizations, which participated in an Alberta Beef/BSE information mission hosted by Alberta Agriculture and Rural Development. The media delegation toured beef processing facilities and met with senior officials from the Canadian Food Inspection Agency, Canadian Beef Exporters Federation and the Cattlemen's Association to facilitate the re-opening of the Korean market to Alberta beef.

Alberta Germany Office



"This invaluable service has got us on track to present our technology to powerful potential partners that could greatly benefit our business and of course, ultimately Alberta and its people."

Neil Montgomery
President
Crostek Management Corp.

• The Alberta Germany Office (AGO) facilitated the Premier's mission to meet with the new Minister President of Bavaria to discuss further collaborative opportunities in energy, environment, health and educational initiatives. The Premier also met with key investors to promote greater economic ties with Alberta.

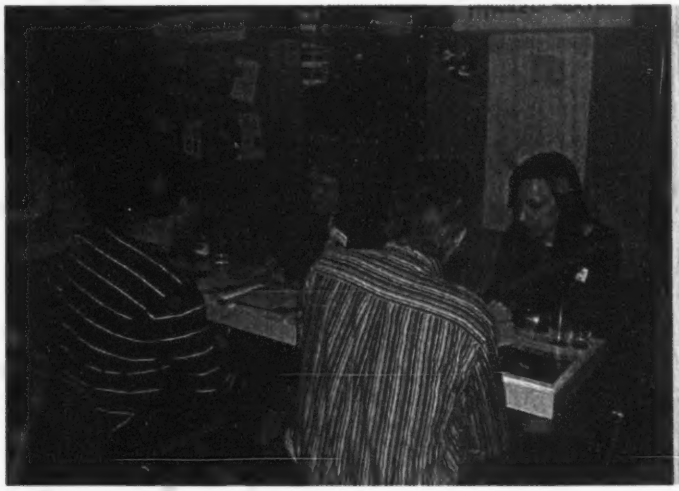
• The AGO collaborated with Alberta Employment and Immigration and German labour partners to conduct job fairs in Essen, Magdeburg and Leipzig to create an awareness of work opportunities in Alberta and to assist Alberta employers in meeting their skilled labour needs.

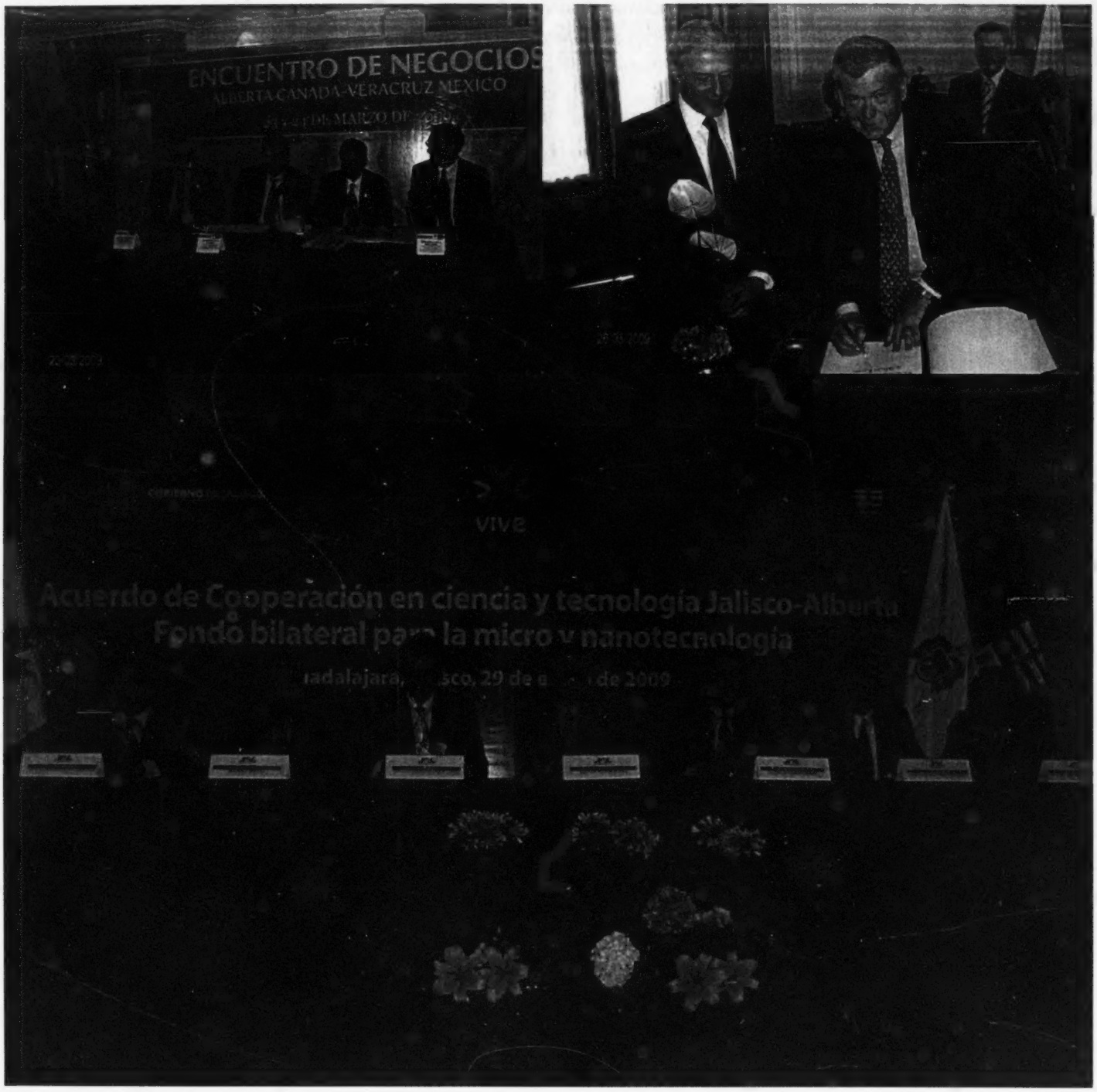
"The Alberta Germany Office has provided tremendous support to our numerous initiatives in Germany, from our twin town relationship with Grimma, Saxony, to our most recent project of participation at Europe Air Cargo and a reception to bring together key business and cargo executives to increase business opportunities at Edmonton International Airport."
Stefanie Schulz
Investment Attraction Manager
Leduc-Nisku EDA

• The AGO supported Alberta Environment Minister's mission to Berlin where the Minister spoke about Alberta as an important contributor to global energy security and its commitment to responsible development of the oil sands. The Minister highlighted Alberta's significant investment in carbon capture and storage, public transportation and environmental responsibility.

• The AGO supported a delegation of eight Alberta companies to CeBIT, the world's largest event for the information and communications technology (ICT) industry. Participation in CeBIT enabled Alberta companies to promote their products and identify potential business partners and also provided an opportunity to position Alberta as a centre of excellence in the ICT sector.

• The AGO organized a presentation to the oil and gas unit of Agoria, Belgium's largest employers' organization and trade association, on opportunities in Alberta's oil sands. Agoria will lead a mission to Alberta in 2009 to explore new business ventures.





"Within two weeks of our first meeting with the Alberta Mexico Office, they had set up a meeting for me with the Governor of Veracruz – every institution should be so efficient."

Michael Symchuk
President
TTS Sense Canada Ltd.

Alberta Mexico Office

"The staff at the Alberta Mexico Office were a great help in organizing our Team Edmonton mission to Mexico and were key to its success."
Ken Fiske
Vice President, Tourism and Economic Development, Edmonton Economic Development Corporation

• The Alberta Mexico Office (AMO) provided support to 37 delegations from Alberta to Mexico and 13 Mexican delegations travelling to Alberta. Specific missions included:

- The Minister of Alberta International and Intergovernmental Relations' mission to celebrate the ten-year anniversary of the twinning relationship with Jalisco, Alberta's sister state in Mexico. The Minister attended a celebratory reception organized by the AMO, met with senior government and industry representatives to promote Alberta and strengthen relationships, spoke at the annual Canadian Chamber of Commerce Day, and attended the Canada Mexico Partnership summit.
- The Minister of Alberta Advanced Education and Technology's mission to sign a cooperation agreement on science and technology between Alberta and Jalisco.
- The visit of Veracruz Governor Fidel Herrera to Alberta. The visit created new drilling opportunities for Alberta companies currently operating in Mexico to partner with PEMEX, Mexico's national oil company.

• The AMO facilitated the negotiation of a Memorandum of Understanding between the Edmonton Waste Management Centre of Excellence, Mexico's National Polytechnic Institute, and other Mexican universities and institutions to develop the Mexican Waste Management Centre of Excellence, based on the Edmonton model.

• The AMO partnered with Travel Alberta and the City of Edmonton to organize events in Mexico City and Guadalajara to promote the new direct flights between Calgary and Edmonton to Mexico City. Over 300 tourism industry representatives, business and government leaders attended the events.

Alberta United Kingdom Office

"The Alberta United Kingdom Office has proven itself to be of a great resource and help during all of Mayor Bronconnier's missions to the United Kingdom."

Marek Drywa
Economic Development and International Relations
Office of the Mayor
City of Calgary

"Murray Sigler and Tania DaCosta have been instrumental in assisting TD Securities introduce European Investors to the Alberta Oil Sands."
Dan Machacek
Managing Director
TD Securities

• The Alberta United Kingdom Office (AUKO) hosted an investment and trade event to celebrate its five-year anniversary in the Canadian embassy. The Acting High Commissioner and the Minister of Alberta International and Intergovernmental Relations spoke at the event at Canada House. The event was attended by key corporate, government, media and academic leaders.

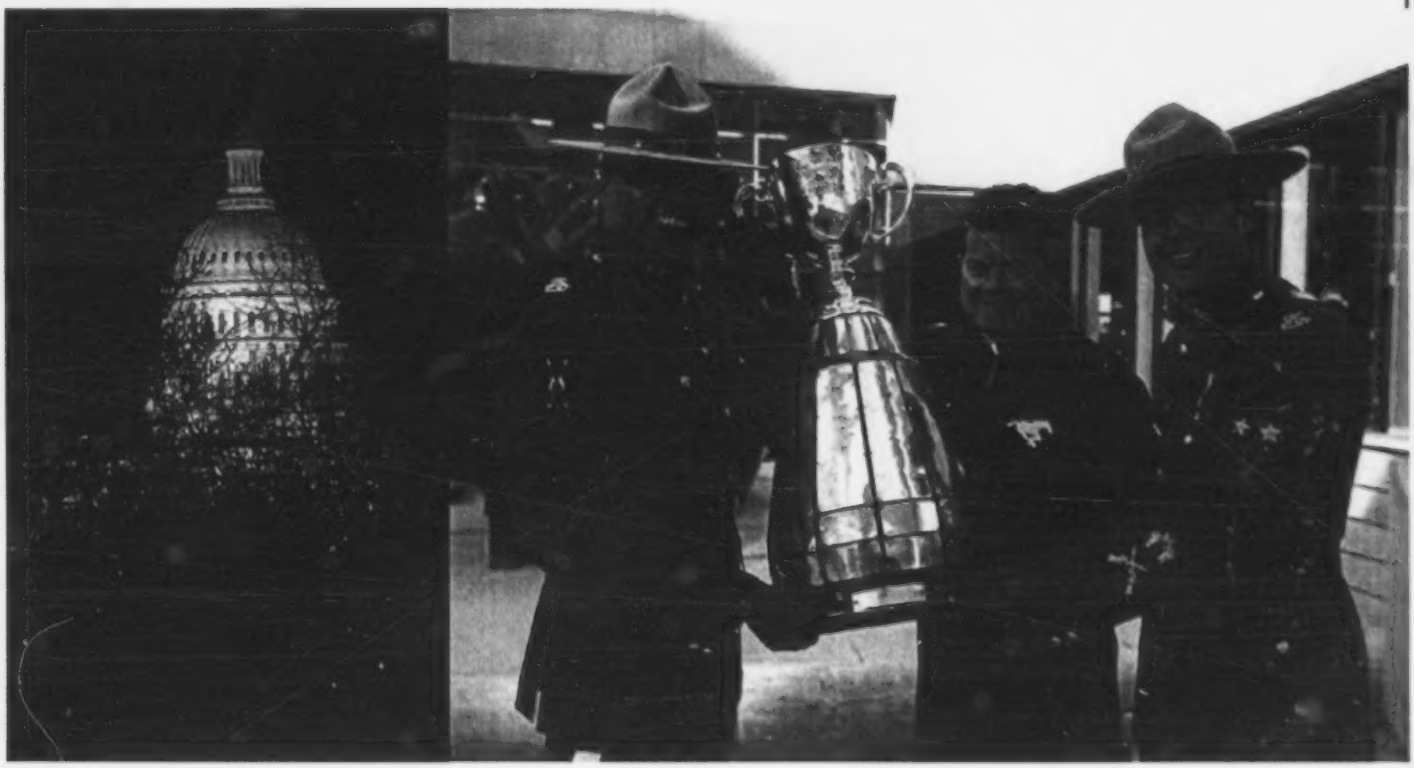
• The AUKO partnered with U.K. Trade and Investment to organize outgoing and incoming missions to promote investment opportunities in Alberta. The AUKO organized seminars on oil sands development opportunities, in London and Aberdeen, with senior officials from Petro Canada, CNRL, Shell, Enbridge, Nexen, AMEC, the City of Edmonton and the Edmonton Economic Development Corporation. Attendees at these events included U.K. investment, financial and legal corporations. The office also assisted with a U.K. delegation's visit to attend the Oil Sands Trade Show and Conference in Edmonton.

• Supported a mission of 14 Alberta aerospace and unmanned vehicle systems companies and organizations to participate in the 2008 Farnborough Air Show. The AUKO hosted the Alberta stand at the show, which drew over 130,000 visitors, provided local market support, completed a pre-show market study and post-show follow-up for participating Alberta firms.

• The AUKO supported labour attraction events in the U.K. by:
- Partnering with Alberta Employment and Immigration and Travel Alberta to host Canada Day events that attracted over 50,000 visitors. The AUKO was the lead sponsor of the event, which included a visit by the Minister of Alberta Employment and Immigration, and resulted in significant media coverage across the U.K. and almost 40,000 visits to the immigration website.
- Participating in 18 immigration and recruitment events in the U.K., which included Alberta employers, industry associations and professional licensure bodies.

Working closely with us, the International Office provided invaluable assistance in planning and organizing our energy trip. When we had questions, the International Office always responded promptly and effectively."

Charles F. Doran
Andrew W. Mellon Professor of International Relations,
Johns Hopkins University



Alberta Washington Office

I have always been a proud Canadian – my visit to the Canadian Embassy and time spent with Gary Mar and his staff was nothing short of first class."
Scott Ackles
President
Calgary Stampeders Football Club

• The Alberta Washington Office (AWO) planned and organized several visits to Alberta for senior U.S. officials and policy and decision makers, including:
- A visit to the oil sands by the Chairman of the House Committee on Energy and Commerce Subcommittee on Energy and Air Quality. The visit demonstrated the importance of the oil sands to continental energy security and increased awareness of the environmental requirements in place for development.
- A visit to Alberta by the Assistant Deputy Secretary of the Interior including stops at the oil sands and meetings with senior Alberta public and private sector officials.
- A visit to Alberta by representatives from several key Washington, D.C.-based public policy think-tanks involved in energy policy development and analysis.
- A visit to the oil sands by staffers from the Congressional Friends of Canada Caucus to enhance understanding of the importance of the resource to continental energy security.

• The AWO organized Alberta's lead role in the Canadian embassy's 2009 Inauguration celebration, which was attended by influential American and Canadian officials. AWO arranged for an Alberta-themed area as part of the Inaugural Tailgate Barbeque, including both Calgary Stampeders and Edmonton Eskimos apparel, and a special appearance by the Grey Cup.

• The AWO planned and organized missions to Washington, D.C. and the eastern United States by Alberta officials, including the Minister of Alberta International and Intergovernmental Relations, the Minister of Alberta Education and the Minister of Alberta Environment to reinforce and expand Alberta's influence in the U.S.

• The AWO expanded contacts with U.S. states of importance to Alberta exports including California, Ohio, Michigan, Indiana, Illinois, Minnesota and Wisconsin.

Offices at a Glance

Alberta China Office Established: 2000
Location: Beijing, China Staff: 1 department staff and 6 locally hired

The Market:

National Population	1.3 billion (2009 estimate)
Nominal GDP	$8.0 trillion U.S. (2008 purchasing power parity)
GDP/Capita	$6,080 U.S. (2008 purchasing power parity)
Total Alberta Exports	$3.0 billion Cdn (2008)

CNPC-Alberta Petroleum Centre (CAPC) Established: 1989
Location: Beijing, China Staff: 1 department staff and 3 locally hired

The CAPC is jointly invested in and operated by the Alberta government and the China National Petroleum Corporation (CNPC) to promote:

- The transfer of advanced petroleum science and technology;
- Petroleum and environmental science and technology development; and
- Trade between Alberta and China.

In February 2009, the department entered into a new arrangement with the CNPC. The new agreement reduces Alberta's role in the day-to-day management of the CAPC while continuing to provide support for technical training. Moving forward, Alberta's representation in Beijing is reduced to one office in Beijing.

Alberta Hong Kong Office Established: 1980
Location: Hong Kong Staff: 1 department staff and 4 locally hired

The Market:

National Population	7.1 million (2009 estimate)
Nominal GDP	$306.9 billion U.S. (2008 purchasing power parity)
GDP/Capita	$43,730 U.S. (2008 purchasing power parity)
Total Alberta Exports	$107 million Cdn (2008)

Alberta Taiwan Office Established: 1988
Location: Taipei Staff: 2 locally hired

The Market:

National Population	22.8 million (2009 estimate)
Nominal GDP	$801.7 billion U.S. (2008 purchasing power parity)
GDP/Capita	$35,324 U.S. (2008 purchasing power parity)
Total Alberta Exports	$232 million Cdn (2008)

Alberta Japan Office Established: 1970
Location: Tokyo Staff: 1 department staff and 6 locally hired

The Market:

National Population	127.3 million (2009 estimate)
Nominal GDP	$4.9 trillion U.S. (2008 purchasing power parity)

GDP/Capita	$34,074 U.S. (2008 purchasing power parity)
Total Alberta Exports	$2.0 billion Cdn (2008)

Alberta Korea Office Established: 1988
Location: Seoul Staff: 1 department staff and 2 locally hired

The Market:	
National Population	49.4 million (2009 estimate)
Nominal GDP	$1.4 trillion U.S. (2008 purchasing power parity)
GDP/Capita	$27,630 U.S. (2008 purchasing power parity)
Total Alberta Exports	$515 million Cdn (2008)

Alberta Germany Office Established: 2002
Location: Munich Staff: 1 department staff and 1 locally hired

The Market:	
National Population	82.8 million (2009 estimate)
Nominal GDP	$2.7 trillion U.S. (2008 purchasing power parity)
GDP/Capita	$36,620 U.S. (2008 purchasing power parity)
Total Alberta Exports	$82 million Cdn (2008)

Alberta Mexico Office Established: 2002
Location: Mexico City Staff: 1 department staff and 2 locally hired

The Market:	
National Population	111.2 million (2009 estimate)
Nominal GDP	$1.3 trillion U.S. (2008 purchasing power parity)
GDP/Capita	$7,390 U.S. (2008 purchasing power parity)
Total Alberta Exports	$1.09 billion Cdn (2008)

Alberta United Kingdom Office Established: 2003
Location: London Staff: 1 department staff and 4 locally hired

The Market:	
National Population	61.9 million (2009 estimate)
Nominal GDP	$2.1 trillion U.S. (2008 purchasing power parity)
GDP/Capita	$33,610 U.S. (2008 purchasing power parity)
Total Alberta Exports	$211 million Cdn (2008)

Alberta Washington Office Established: 2005
Location: Washington D.C. Staff: 3 department staff and 1 locally hired

The Market:	
National Population	306.6 million (2009 estimate)
Nominal GDP	$13.8 trillion U.S. (2008 purchasing power parity)
GDP/Capita	$45,300 U.S. (2008 purchasing power parity)
Total Alberta Exports	$95.7 billion Cdn (2008)

Appendix 1 - Budget Information

ALBERTA'S INTERNATIONAL OFFICES BUDGET VS. ACTUALS COMPARISON (in thousands of dollars)

April 1, 2008 - March 31, 2009

	Budget 2008-09	Actual Expenses 2008-09[4]	Unexpended (Over Expended)	Variance by %
Alberta China Office	694	732	(38)	-5.5%
CAPC	878	921	(43)	-4.9%
Alberta Hong Kong Office	582	588	(6)	1.0%
Albera Taiwan Office*	200	221	(21)	-10.5%
Alberta Korea Office*	755	620	135	17.9%
Alberta Japan Office	1,214	1,239	(25)	-2.1%
Alberta U.K. Office[1]	681	732	(51)	-7.5%
Alberta Mexico Office[1]	509	563	(54)	-10.6%
Alberta Germany Office[2]	493	576	(83)	-16.8%
Alberta Washington, D.C. Office[3]	1,428	1,579	(151)	-10.6%
Total All Offices	7,434	7,771	(337)	-4.5%

* Variance is due to exchange rate fluctuations.

[1] Variance is due to co-location cost being higher than the anticipated cost. The federal government determines the co-location cost.

[2] Variance is due to the prepayment of 2009-10 tuition fees.

[3] Variance is due to the prepayment of 2009-10 tuition fees, higher than anticipated co-location, grants and membership costs.

[4] Excludes senior official missions.

Appendix 2 – Performance Measures Definitions

Performance Measure	Explanation
1. Number of visits/user sessions on website	Refers to a sequence of hits and requests to the website from the same user.
2. Number of intelligence/market reports generated	These include contributions to sector team reports, articles in *Exported* or other government publications, and reports on local markets posted on department's web site.
3. Number of networking sessions	Events (seminars, tradeshows, exhibitions) office staff attended or visited, one-on-one meetings, or telephone or video conferences, in which the office participated to help develop knowledge of Alberta and local businesses. This measure includes sessions with federal and international government ministries.
4. Number of missions/delegations to Alberta	Delegation refers to any international business(es), including active exporter and export-ready business, visiting Alberta in search of trade or investment opportunities. International offices only record the number of delegations that they are directly involved in organizing and/or participating in, including both government-led and private sector delegations.
5. Number of companies/investors participating	The number of international companies/potential investors involved in delegations to Alberta.
6. Number of missions/delegations to the target market	Refers to any organized group of Alberta business(es), including active exporters and export-ready businesses, visiting an international market in search of trade or investment opportunities. International offices only record the number of delegations that they are directly involved in organizing and/or participating in, including both government-led and private sector delegations.
7. Number of Alberta companies participating	The number of Alberta companies/potential investors involved in delegations to the target market.
8. Number of business introductions	Refers to a new business introduction between at least two companies (not including the international office representative) in which there is potential of a future or continuing business relationship. These introductions will include at least one Alberta company/partnering ministry and one local company/investor/government agency. These introductions may occur in-person meeting, or via conference call or email. Business introductions involve matchmakings between Alberta companies and international investors/companies.
9. Number of seminars, tradeshows and exhibitions	Includes all seminars, tradeshows and exhibitions organized, sponsored or hosted by the international office. The international office must be an active participant (e.g., display or booth, serving as chairman or speaker). Does not include attending a seminar or visiting a trade show or exhibition.
10. Number of negotiations generated (investment and trade)	Refers to the subsequent business meeting, after an introduction by the international office, aimed at reaching mutually acceptable terms for joint venture, partnering agreements, strategic alliance, or trade and investment contracts. Follow up with clients may be required to gather this information, unless the result of the business negotiation is publicly reported. The number of negotiations should be lower than the number of business introductions on a yearly basis.

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